



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**EcoGift: Memberdayakan Perubahan Lingkungan  
Melalui *Crowdfunding* Kolaboratif di Indonesia**

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**PROGRAM STUDI S1 MANAJEMEN  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2024**



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

**EcoGift: Empowering Environmental Change  
through Collaborative Crowdfunding in Indonesia**

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UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2024**